

## PANHANDLE HEALTH DISTRICT

PRESENTS

# Pandemic Flu Particulars

Tips to help communities prepare for, survive and recover from pandemic flu and other disasters

**Health and Human Services'** publication, "Public Health Emergency Response: A Guide for Leaders and Responders," offers public officials priceless information on communicating with the public during a crisis such as pandemic flu. A few pearls:

- ◆ Information has the power to save lives.
- ◆ In the aftermath of a crisis, people look to public officials and first responders for leadership and answers.
- ◆ You as a public official can help channel public distress into productive and protective behaviors instead of destructive ones through effective communication.
- ◆ Good communication now helps build the trust the public needs in its public officials during a crisis. It takes a high level of trust for people to follow instructions from public officials that may go against their instincts.
- ◆ People can better bear their fear and make appropriate decisions about safeguarding their health and safety when public officials acknowledge their fears rather than tell them not to worry. Be respectful of the distress people are feeling.
- ◆ Tell people what they can do to improve their situation. Empowering people reduces hopelessness, helplessness and denial.

"Public Health Emergency Response: A Guide for Leaders and Responders" is stuffed with wisdom that will help you help your community through pandemic flu and other crises. To read more, visit <http://www.hhs.gov/disasters/press/newsroom/leadersguide/>.

To terminate this service, respond and type REMOVE in the subject line.